CLAIMS

What is claimed is:

1 1. A method for advertising in a network-based supply chain management
2 framework, comprising:
3 a) receiving data from a plurality of stores of a supply chain utilizing a network;
4 b) allowing a user to access the data utilizing a network-based interface;
5 c) identifying the user accessing the network-based interface; and
6 d) advertising to the user in accordance with the identification.

1 2. The method of claim 1, wherein the network includes the Internet.

1 3. The method of claim 1, wherein the user includes at least one of a supplier, a
2 distributor, and a store.

1 4. The method of claim 3, wherein the advertising advertises the sale of products
2 required for the production of the goods produced by the stores.

1 5. The method of claim 3, wherein the advertising is conducted by at least one of the
2 users.

1 6. The method of claim 1, wherein a charge is required for the advertising.

1 7. A system for advertising in a network-based supply chain management
2 framework, comprising:
3 a) logic for receiving data from a plurality of stores of a supply chain utilizing a
4 network;
5 b) logic for allowing a user to access the data utilizing a network-based interface;
6 c) logic for identifying the user accessing the network-based interface; and

7   d)   logic for advertising to the user in accordance with the identification.

1   8.   The system of claim 7, wherein the network includes the Internet.

1   9.   The system of claim 7, wherein the user includes at least one of a supplier, a

2   distributor, and a store.

1   10.   The system of claim 9, wherein the advertising advertises the sale of products

2   required for the production of the goods produced by the stores.

1   11.   The system of claim 9, wherein the advertising is conducted by at least one of the

2   users.

1   12.   The system of claim 7, wherein a charge is required for the advertising.

1   13.   A computer program product for advertising in a network-based supply chain

2   management framework, comprising:

3   a)   computer code for receiving data from a plurality of stores of a supply chain

4   utilizing a network;

5   b)   computer code for allowing a user to access the data utilizing a network-based

6   interface;

7   c)   computer code for identifying the user accessing the network-based interface; and

8   d)   computer code for advertising to the user in accordance with the identification.

1   14.   The computer program product of claim 13, wherein the network includes the

2   Internet.

1   15.   The computer program product of claim 13, wherein the user includes at least one

2   of a supplier, a distributor, and a store.

1   16.   The computer program product of claim 15, wherein the advertising advertises the
2   sale of products required for the production of the goods produced by the stores.

1   17.   The computer program product of claim 15, wherein the advertising is conducted
2   by at least one of the users.

1   18.   The computer program product of claim 13, wherein a charge is required for the
2   advertising.